

Abstract

[0072] A system of distributing electronic content includes a satellite and a network operations center uplinking electronic content to the satellite. The electronic content may contain advertising and various other information including television, movies, and music. An over-the-air broadcast center receives the electronic content from the satellite and generates a digital channel signal over at least a first portion of said allocated frequency spectrum and generating digital over-the-air electronic content over a second portion of said allocated frequency spectrum vertical blanking interval of an analog broadcast signal. The electronic content is received in a user device that removes the electronic content from the over-the-air signal.